
! DATE: 10/02/90 SALES INFORMATION SYSTEM TIME: 13:50
! SUBJECT: SHOP RITE SUPERMARKETS SENDER: NICK KURUC 1240

TO: J. H. CASEY

SUBJECT: SHOP RITE SUPERMARKETS

CC: DAWN

D.M. [Signature] 1/9/90
T&D [Signature] 1/8/90
S.R.M. [Signature] 1/1/90
S.A.M. [Signature] 1/1/90
A 2 X 4 UPM IN 1/1/90

DEAR JOE:

LISTED BELOW ARE DETAILS REGARDING THE 10/4 INSTALLATION OF THE SHOP RITE SUPERMARKET LOCATED IN CLARK, N. J.

- > UNIT TO BE PLACED AT CHECKOUT # 9
- > MERCHANDISER LOAD
 - FRONT SINGLE PACKS
 - BELT LINE SIDE TO BE SINGLE PACKS FROM TOP TO BOTTOM (UNITS BUTTS UP AGAINST END OF CHECKOUT
 - NON BELT LINE SIDE MSUT HAVE PEG BOARD INSTALLED FOR DEALER USE
 - PROMOTION TRAY ON TOP

PLEASE HAVE YOUR CSR WHO CONTACTS THIS STORE, PACK AN ADEQUATE NUMBER OF WINSTON LIGHTER DEALS. THE ENTIRE TOP OF THE PROMO UNIT SHOULD CONSIST OF THESE PROMOTIONS. SHOP RITE SUPERMARKETS WILL BE TRACKING THE SALES OF THESE UNITS TO DETERMINE DISPLAY EFFECTIVENESS. KEEPING THIS IN MIND, PLEASE HAVE THE CSR CONTACT THIS STORE AT LEAST TWICE WEEKLY TO ENSURE THAT PROMOTIONS ARE CONSTANTLY AVAILABLE.

IF YOU HAVE ANY QUESTIONS REGARDING THE ABOVE REQUEST, PLEASE CONTACT ME.

AS ALWAYS, THANK YOU FOR YOUR VALUED ASSISTANCE.

RE: ARDS,
NICK
G. N. KURUC, JR.

GNK/FR
M-2
CC: D. L. BOMGARDNER

*** END OF MESSAGE ***

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